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Claims

1.   An on-line advertising system, comprising:

an advertisement database for maintaining advertisement data, a keyword related thereto and a category corresponding thereto;

5   a content database for maintaining a content identifier for identifying content provided to a user terminal through a communication network, and a category related to the content;

an advertisement data searching unit for searching the advertisement database for advertisement data corresponding to a category related to the content;

10   an advertisement data adopting unit for adopting advertisement data from the searched advertisement data, based on a predetermined criterion, by using a keyword related to the searched advertisement data; and

a display control unit for controlling the adopted advertisement data to be displayed on the user terminal in association with the content.

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2.   The system as claimed in claim 1, wherein the advertisement data adopting unit comprises:

a keyword searching module for searching the content for a keyword related to the searched advertisement data;

20   an exposure point computing module for inspecting at least one selected from a group consisting of the number of the searched keywords, locations thereof in the content and a font style thereof, and computing an exposure point related to the advertisement data based on the result of the inspection; and

an advertisement data adopting module for adopting predetermined

25   advertisement data from the searched advertisement data, based on the exposure point.

3.   The system as claimed in claim 1, the system further comprising a keyword database for maintaining a keyword and a similar keyword related thereto, wherein the similar keyword is a keyword having a similar meaning to the meaning of the keyword;

30   wherein the advertisement data adopting unit comprises:

a keyword searching module for searching the content for a keyword related to the searched advertisement data and a similar keyword to the keyword;

an exposure point computing module for inspecting at least one selected from a group consisting of the number of the searched similar keywords, locations thereof in the content and a font style thereof, and computing an exposure point related to the advertisement data based on the result of the inspection; and

5   an advertisement data adopting module for adopting predetermined advertisement data from the searched advertisement data, based on the exposure point.

4.   The system as claimed in claim 1, the system further comprising a keyword database for maintaining a keyword and an expansion keyword related thereto, wherein

10   the expansion keyword is a keyword having a meaning of a upper concept of the meaning of the keyword or a lower concept thereof;

wherein the advertisement data adopting unit comprises:

a keyword searching module for searching the content for a keyword related to the searched advertisement data and an expansion keyword related to the keyword;

15   an exposure point computing module for inspecting at least one selected from a group consisting of the number of the searched expansion keywords, locations thereof in the content and a font style thereof, and computing an exposure point related to the advertisement data based on the result of the inspection; and

an advertisement data adopting module for adopting advertisement data from

20   the searched advertisement data, based on the exposure point.

5.   The system as claimed in claim 1, the system further comprising a keyword database for maintaining a keyword, a similar keyword related thereto and an expansion keyword related thereto, wherein the similar keyword is a keyword having a similar

25   meaning to the meaning of the keyword and the expansion keyword is a keyword having a meaning of a upper concept of the meaning of the keyword or a lower concept thereof;

wherein the advertisement data adopting unit comprises:

a keyword searching module for searching the content for a keyword related to

30   the searched advertisement data, a similar keyword related to the keyword and an expansion keyword related thereto;

an exposure point computing module for inspecting at least one selected from a

group consisting of the number of the searched keywords, locations thereof in the content and a font style thereof, and computing a first exposure point related to the advertisement data based on the result of the inspection;

inspecting at least one selected from a group consisting of the number of the searched similar keywords, locations thereof in the content and a font style thereof, and computing a second exposure point related to the advertisement data based on the result of the inspection;

inspecting at least one selected from a group consisting of the number of the searched expansion keywords, locations thereof in the content and a font style thereof, computing a third exposure point related to the advertisement data based on the result of the inspection; and

computing an exposure point based on at least one of the first exposure point, the second exposure point and the third exposure point; and

an advertisement data adopting module for adopting advertisement data from the searched advertisement data, based on the exposure point.

6.   The system as claimed in claim 5, wherein the exposure point computing module computes the exposure point by giving a weight to the first exposure point, the second exposure point or the third exposure point.

7.   The system as claimed in any one of claims 2 to 5, wherein the advertisement data adopting module adopts the predetermined number of advertisement data of which the exposure point ranks high.

8.   The system as claimed in any one of claims 2 to 5, wherein the advertisement data adopting module selects predetermined advertisement data from the searched advertisement data on the basis of the exposure point and adopts random advertisement data, as many as predetermined number during a predetermined period, from the selected advertisement data.

9.   The system as claimed in claim 8, wherein the advertisement data adopting module sequentially adopts the selected advertisement data as many as the

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predetermined number during the predetermined period.

10.   The system as claimed in claim 1, wherein the advertisement data adopting unit adopts random advertisement data as many as the predetermined number from the
5   searched advertisement data.

11.   The system as claimed in claim 1, wherein the advertisement data adopting unit sequentially adopts the predetermined number of advertisement data during a predetermined period from the searched advertisement data.
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12.   An on-line advertising method, the method comprising the steps of:
        maintaining advertisement data, a keyword related thereto and a category corresponding thereto, in an advertisement database;
        maintaining a content identifier for identifying content provided to a user
15   terminal through a communication network and a category related to the content, in a content database;
        searching the advertisement database for advertisement data corresponding to a category related to the content;
        adopting advertisement data from the searched advertisement data, based on a
20   predetermined criterion, by using a keyword related to the searched advertisement data; and
        controlling the adopted advertisement data to be displayed on the user terminal in association with the content.

25   13.   The method as claimed in claim 12, wherein the step of maintaining the advertisement database comprises the steps of:
        receiving a keyword and advertisement data from an advertiser;
        receiving selection of a category from the advertiser; and
        storing the received keyword in the advertisement database, in association with
30   the advertisement data and storing the selected category in the advertisement database, in correspondence with the advertisement data.

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14.   The method as claimed in claim 13, wherein the step of receiving selection of a category from the advertiser comprises the steps of:

        maintaining categories in a predetermined database;

        providing the categories for the advertiser by a directory searching method; and

5   receiving selection of a predetermined category among the provided categories, from the advertiser.

15.   The method as claimed in claim 12, the method further comprising the step of maintaining keywords in a keyword database;

10   wherein the step of adopting advertisement data according to a predetermined criterion from the searched advertisement data by using the keyword comprises the steps of:

        respectively searching the content for a keyword related to the advertisement data;

15   inspecting at least one selected from a group consisting of the number of the searched keywords, locations thereof in the content and a font style thereof, and computing an exposure point related to the searched advertisement data based on the result of the inspection; and

        adopting advertisement data from the searched advertisement data based on the

20   exposure point.

16.   The method as claimed in claim 12, the method further comprising the step of maintaining a keyword, a similar keyword related thereto or an expansion keyword related thereto in a keyword database, wherein the similar keyword is a keyword having

25   a similar meaning to the meaning of the keyword and the expansion keyword is a keyword having a meaning of a upper concept of the meaning of the keyword or a lower concept thereof;

        wherein the step of adopting advertisement data according to a predetermined criterion from the searched advertisement data using the keyword comprises the steps

30   of:

        respectively searching the content for a keyword related to the advertisement data;

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searching for a similar keyword related to the searched keyword or an expansion keyword related thereto;

inspecting at least one selected from a group consisting of the number of the searched similar keywords, locations thereof in the content and a font style thereof, and computing a first exposure point related to the advertisement data based on the result of the inspection;

inspecting at least one selected from a group consisting of the number of the searched expansion keywords, locations thereof in the content and a font style thereof, and computing a second exposure point related to the advertisement data based on the result of the inspection; and

computing an exposure point from the searched advertisement data, based on the first exposure point or the second exposure point.

17.   A computer readable record medium recording a program for implementing any one of claims 12 to 16.